A2350-2

May 1990

J-School Accrediting Targets Minorities, Curriculum

presstime

The Journal of the American Newspaper Publishers Association

LOS ANGELES ANPA CONVENTION

ANPA

presstime®

Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maurice Fliess
Assistant Managing Editor, C. David Rambo
Assistant Managing Editor, Pamela M. Terrell
Staff Writer, Mary A. Anderson
Staff Writer, Rolf Rykken
Staff Writer, Christine Reid Veronis
Technology Writer, Rosalind C. Truitt
Labor Writer, Gene Goltz
Art Director, Charlene Gridley
Circulation Manager, Mary B. Nahan
Advertising Manager, Jonathan A. Reed
Advertising Assistant, Wendy Weiss

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041;
(703) 648-1000
FAX: (703) 620-4557

Advertising Sales Representatives
Pete Uhry, director of advertising sales;
Bob Bruder, Chip Berry, Suzanne Finder, Marketing & Media Decisions, 401 Park Ave. South, New York, N.Y. 10016; (212) 545-5100

Midwest/Southwest
Debra L. Matell, Marketing & Media Decisions, 75 E. Wacker Drive, Suite 930, Chicago, Ill. 60601; (312) 977-1933

West
Nelda Chambers, Marketing & Media Decisions, Suite 380, 19725 Sherman Way, Canoga Park, Calif. 91306-3650, (818) 709-3564

presstime Advisory Committee
Burl Osborne, The Dallas Morning News, Chairman
Ed Johnson, The New York Times Co., Tallahassee, Fla., Vice Chairman
William M. Boyd, Home News Publishing Co., New Brunswick, N.J.
Susan Clark-Jackson, Reno Gazette-Journal
John M. Jones Jr., The Greeneville (Tenn.) Sun
Maxwell E. McCombs, University of Texas Department of Journalism
Jacqui Love Thornell, The Washington Post

presstime Volume 12, Number 5
Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1990 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407 Dulles Airport, Washington, D.C. 20041

BPA Presstime is a member of the Business Publications Audit of Circulation Inc.

CHAIRMAN'S CORNER

A theme for the year: freedom AND the press

In thinking about a theme for ANPA's coming year, I've come back again and again to a simple phrase:

Freedom AND the press.

I choose to emphasize the "and" because "freedom and the press" says everything "freedom OF the press" says, but it says something more.

It says that the democracies being born in Eastern Europe, the Soviet Union, Nicaragua and elsewhere in the world are inseparable from a free press.

Lloyd G. Schermer

As country after country throws off the yoke of oppression, the first thing demanded by the people is a free press.

The world has relearned a precious lesson this past year: There is no freedom without a free press and there is no free press without freedom.

Thus, we newspaper people play a special role for those who seek freedom and opportunity.

We speak with many voices. We can lay claim to outstanding, mediocre and even poor reporting. We are accused of arrogance, ignorance and excellence.

Yet, it is in the pluralism of our views that lies our greatest strength. A free press is strong, precisely because it reflects a free people, and that is part of our American heritage.

Something else is part of that heritage, too. It's our obligation to keep our newspapers free.

We will continue to deserve that trust only as long as we remain both financially and politically independent and as long as we fulfill both our fiscal and social responsibilities.

The clamor for self-determination, for autonomy, for choice isn't just restricted to other continents. It's alive and well right here. We hear its echoes among our readers and advertisers all demanding greater freedom to choose and control their sources of information and entertainment.

Because of government deregulation, burgeoning technology and changing lifestyles, information seekers now have more choices than at any time in history. This trend lends new urgency and new meaning to ANPA's mission statement:

"To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

ANPA will continue to carry out its mission and stand guard for freedom and the press in this new, exciting age.

Lloyd Schermer

Lloyd G. Schermer
ANPA Chairman

presstime

INDEX VOLUME 12, NUMBER 5 MAY 1990

Convention Report *ANPA's 104th annual Convention in Los Angeles drew speakers from the highest levels of government, from the television and entertainment industries, and, of course, from newspaper publishing. Throughout the three days, the focus was on the future as newspaper executives turned their attention to the issues that will challenge the industry in the closing years of the 20th century: circulation and readership, competitive threats, customer service, literacy, and the shifting demographics that are transforming the workforce.* 30

Seal of approval *Some journalism and mass communications schools are feeling pinched by tighter accrediting standards.* 8

Making up *There's a new way of settling disputes between newspapers and readers. Unlike a courtroom battle, this method is quick and inexpensive.* 14

May I help you? *For years the newspaper industry talked about giving good customer service. Now it's being done—in every department.* 16

So long, welcome back *Unlike a generation ago, former employees can come home again to newspapers they once spurned.* 22

Profile: Donna M. Donovan *The Burlington (Vt.) Free Press publisher juggles motherhood and newspapering mainly with aplomb, sometimes in a panic.* 26

Essay: Third-class socialism *Stanley E. Cohen says mail advertising should stop clinging to privileged postal rates and join the free marketplace.* 28

On hold *To the concern of the newspaper industry, a U.S. District Court has been ordered to reconsider the electronic publishing ban against the 'baby' Bells.* 64

Spare change *The price of a daily newspaper remains at 25 cents in many cities, but the trend toward 35 cents or more is accelerating.* 68

Recycling goals *ANPA's new policy statement, announced on Earth Day, urges newspapers to double their consumption of recycled newsprint.* 80

Showtime *Las Vegas gets glitzier June 16-20 when an array of electronic wizardry—from the pre-press arena to the mailroom—arrives for ANPA/TEC.* 82

Facing facts *Data compiled for ANPA's annual statistical booklet are far from encouraging, but bright spots include a surge in Sunday circulation.* 90

Accrediting J-Schools, p. 8

Convention Report, p. 30

Customer Service, p. 16

Advertisers index	94	Employee relations	77	Overset	96
Advertising	66	Government affairs	60	Postal	62
ANPA news	94	Letters	95	'Shoe'	90
ANPA calendar	93	Minority affairs	76	Speeches	93
Chairman's corner	3	News-editorial	72	Technology	82
Circulation	68	Newspaper business	90	Telecommunications	64
Education	76	Newsprint	80	World press	95

Rate-case issues studied

With hearings on the new postal rate case scheduled to begin June 5 before the Postal Rate Commission, the newspaper business is continuing to fine-tune its position.

As in some previous rate battles, ANPA will emphasize that proposed third-class rates are too low, discriminatory and do not contribute their fair share to the U.S. Postal Service's overhead costs.

A major concern is that the lowest proposed third-class rate is unfairly priced compared to other mailings—just 9.1 cents per piece, less than one-third of the proposed first-class price of 30 cents [presstime, April 1990, p. 54].

In devising the Association's position, the ANPA Postal Committee, staff and consultants have been grappling with some of the diverse issues affecting third- and second-class deliveries.

For example, the Postal Service **proposal for third-class** includes these new features:

- A distinction between letter-size mail and "flats"—the term given to items such as shared mail, in which two or more ad circulars are united into one mail piece. USPS thus acknowledges that its costs are different for handling the two categories, a position ANPA has maintained in the past.
- Rate categories for "saturation" mail. This term, undefined in the rate case, is believed to refer to at least 75 percent of all stops on a postal route, including businesses, or 90 percent of all households.

If those percentages were to become actual penetration thresholds for new saturation rates, newspapers would be effectively barred from taking advantage of those rates for delivery of their total-market-coverage publications. Assuming a newspaper's paid household penetration is in the 60-percent range, its TMC penetration would be a maximum of 40 percent, which would be far short of qualifying for the lowest rate.

In fact, under such a scenario, in order to qualify for the saturation rate, a newspaper's paid household penetration could not exceed 10 percent.

The USPS proposal also would retain the "weight break" at 3.36 ounces for third-class mail. That is, pieces that weigh no more than 3.36 ounces will continue to be charged by the piece, and pieces over that weight will be charged by the pound. (The accompanying chart shows per-piece rates.)

In the **second-class category,** the Postal Service proposal includes these new features:

- Zone rates for a publication's editorial matter. The rates would join the existing zone-rate structure for advertising matter, by which publications pay more for second-class mailings according to distance.
- A per-pound discount for mail entered into the mailstream at the "sectional center facility," or regional post office, and elimination of a per-piece discount
- A discount for carrier-route-presorted mail entered at the local post office, and new saturation discounts that presumably fall under the same criteria as saturation discounts for third-class.

Saturation discounts for both third- and second-class are tied to route walk-sequencing requirements. USPS is preparing computer programs that will aid newspapers and other users in sorting their mailing lists according to each carrier's walk sequence. Although the programs are scheduled to be released in October, some newspaper executives doubt they will be ready in time for implementation of new rates, which could occur by early February 1991.

Also in April, ANPA Postal Committee Vice Chairman Stephen B. Waters testified before Congress in support of a portion of a bill that gives the Postal Rate Commission subpoena power over the Postal Service. The bill also would hold USPS more accountable for claims about revenue requirements in the rate case. Waters, vice president and general manager of The Rome (N.Y.) Sentinel Co., said USPS in the past has not provided sufficient data upon which to base rate decisions.

The bill, HR 4159, is sponsored by Rep. Frank McCloskey (D-Ind.), chairman of the House Subcommittee on Postal Operations and Services. It would require USPS to supply data to the Postal Rate Commission that currently are unavailable. □

Selected USPS rate proposals (cents per piece)

Third-class

	Current	Proposed							
		CR/SCF	%change	CR/SCF	%change	CR/SCF	%change	CR/SCF	%change
Flat (3.36 oz. or less)	10.1	11.7	15.8	11.2	10.9	9.6	-5.0	9.1	-9.9
Letter (3.36 oz. or less)	10.1	10.6	5.0	10.1	0	9.6	-5.0	9.1	-9.9
5 oz.	15	16.4	9.3	15.6	4.0	14.3	-4.7	13.5	-10.0
6 oz.	18	19.2	6.7	18.3	1.7	17.1	-5.0	16.2	-10.0

Second-class (75% advertising content)

	Current	Proposed					
In-county		CR	%change	CR/DO	%change	CR/SAT/DO	%change
7 oz.	7.31	9.33	27.52	8.45	15.56	6.45	-11.79
8 oz.	7.90	10.10	27.85	9.10	15.19	7.10	-10.13
10 oz.	9.08	11.65	28.37	10.40	14.60	8.40	-7.44
Out-of-county		**CR**	**%change**	**CR/DO**	**%change**	**CR/SAT/DO**	**%change**
7 oz.	14.67	17.05	16.21	16.17	10.25	14.17	-3.39
8 oz.	15.61	17.96	14.87	16.96	8.47	14.96	-4.32
10 oz.	17.37	19.79	12.63	18.54	5.51	16.54	-5.87

■ Zones 1 and 2 with SCF discount

Explanation of terms:
- CR: Mail presorted to the carrier-route level.
- SCF: Mail submitted to USPS at the nearest "sectional center facility," or regional post office.
- DO: Mail submitted to USPS at the "delivery office," or local post office.
- SAT: "Saturation" mail, undefined in the rate case but believed to refer to mail delivered to at least 75 percent of all stops on a route or 90 percent of residences.
- Flat: A mail piece of relatively large, flat materials. Examples are third-class shared mail, in which two or more preprints are united into one mail piece.

(Compiled by presstime with assistance of postal specialists at ANPA and the National Newspaper Association)

Slower delivery proposed

Publishers worried about plans to slow down some first-class mail delivery have until May 31 to register their concerns with the U.S. Postal Service, which on June 30 will convert some overnight first-class mail to two- or three-day delivery to make service more "consistent." Plans for each delivery area are on file at division post offices.

Some publishers have expressed concern that the slower first-class mail might have an adverse impact on their billing and incoming payments. Also of concern to some publishers is the possibility the program could result in delays in delivery of newspapers traveling via second-class mail. □

Fewer than half of the dailies now sell for 25¢

For the ninth straight year, the predominant price for daily newspapers remained 25 cents in 1989, but the trend toward papers costing 35 cents or more accelerated, according to ANPA's annual survey of single-copy, city-zone, street-sale prices.

Sunday editions priced at 75 cents also continued to predominate, although 1989 saw additional growth among those selling for $1 or more.

The survey included 1,742 newspapers in the United States, Canada, American Samoa, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands.

It showed that 776 (44.5 percent) of the dailies cost a quarter, compared with 897 (58.9 percent), a year earlier [**presstime**, April 1989, p. 72].

Increasing last year were the number of 35-cent newspapers (from 578 to 688), 40-cent papers (from 39 to 50) and 50-cent papers (from 69 to 92).

Newspapers selling for 15 cents decreased (from 12 to 10), as well as those selling for 20 cents (from 25 to 16) and 30 cents (from 136 to 103).

Newspaper price rise equals the CPI

Between January 1989 and January 1990, the average price of a newspaper rose 4.4 percent, paralleling the increase of the consumer price index, according to the U.S. Department of Labor's Department of Labor Statistics.

The previous year, the average price of a newspaper increased 5 percent and the CPI 4.7 percent [**presstime**, April 1989, p. 72].

The only daily paper that in 1988 sold weekday copies for a dime, the Leesburg (Fla.) Daily Commercial, increased its price to 25 cents.

Of the 858 Sunday papers in the survey, 262 (30.5 per cent), cost 75 cents. This represented a slight decrease from 1988 when 271 Sunday newspapers (32 per cent) were at that price.

Last year, the Sunday papers selling for $1 increased from 201 to 220, while those priced at $1.25 increased from 72 to 100. As recently as 1985, there was one $1.25-a-copy Sunday edition—The New York Times.

The number of 50-cent Sunday papers dropped last year from 213 to 197. The ranks of Sunday papers selling for less than 50 cents also declined last year, from 79 to 65.

Also of note: The Boston Globe last year became the first newspaper in the survey to charge $1.50 for its Sunday edition. □

Price per single copy of Sunday newspapers—1989

	25 cents	35 cents	50 cents	75 cents	$1.00	$1.25	Total[1]
Alabama	2	--	4	10	4	--	20
Alaska	--	--	2	--	1	1	4
Arizona	--	--	1	2	7	1	11
Arkansas	2	2	13	--	--	--	17
California	3	--	23	23	18	--	67
Colorado	--	--	3	6	1	--	10
Connecticut	--	--	--	2	4	4	11
Delaware	--	--	--	1	--	1	2
District of Columbia	--	--	--	--	--	1	1
Florida	--	1	18	9	4	3	35
Georgia	--	--	1	11	4	1	17
Hawaii	--	1	1	2	--	1	5
Idaho	1	--	3	33	2	1	40
Illinois	--	1	2	6	13	4	27
Indiana	--	--	--	4	10	6	20
Iowa	1	--	--	3	1	6	11
Kansas	--	--	11	3	2	1	17
Kentucky	--	--	2	3	4	2	12
Louisiana	2	--	7	9	2	1	21
Maine	--	--	--	--	2	--	2
Maryland	--	--	1	2	2	1	6
Massachusetts	--	--	--	--	5	5	12
Michigan	--	--	2	11	3	2	18
Minnesota	1	--	3	3	4	1	13
Mississippi	1	--	--	7	5	2	15
Missouri	3	--	4	7	2	2	19
Montana	--	--	--	3	3	1	7
Nebraska	--	1	3	1	1	1	7
Nevada	--	--	--	1	2	--	3
New Hampshire	--	--	--	1	3	--	4
New Jersey	1	1	4	6	5	--	17
New Mexico	--	1	4	3	5	--	13
New York	--	--	2	7	5	22	36
North Carolina	--	--	7	14	8	1	30
North Dakota	--	--	2	1	1	3	7
Ohio	1	--	3	13	14	2	35
Oklahoma	9	1	17	9	2	--	39
Oregon	--	1	--	6	3	--	10
Pennsylvania	--	--	5	9	12	1	29
Rhode Island	--	1	--	1	--	1	3
South Carolina	--	--	2	6	5	--	13
South Dakota	--	--	1	--	1	2	4
Tennessee	1	--	3	1	7	4	16
Texas	15	4	25	31	13	1	89
Utah	--	--	--	2	4	--	6
Vermont	--	--	--	--	2	1	3
Virginia	--	--	4	5	7	--	16
Washington	--	--	2	4	6	3	15
West Virginia	--	--	1	4	3	1	10
Wisconsin	--	--	1	1	5	8	15
Wyoming	--	--	3	--	1	--	4
Totals							
U.S.	43	15	190	256	218	99	834[1]
Canada	--	1	6	3	2	1	20
American Samoa	--	--	--	--	--	--	0
Bahamas	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	0
Guam	--	--	--	1	--	--	1
Puerto Rico	--	--	1	2	--	--	3
Virgin Islands	--	--	--	--	--	--	0
Grand Totals	43	16	197	262	220	100	858[1]

[1]Includes newspapers selling for 30 cents (one in Minnesota), 40 cents (one each in Illinois, Kentucky and Missouri, and two in Canada), 55 cents (one in Canada), 60 cents (two in Ohio and three in Canada), 65 cents (one in Oklahoma), 85 cents (one each in Connecticut, Pennsylvania and West Virginia), 90 cents (one each in Massachusetts, Pennsylvania and Canada), and $1.50 (one in Massachusetts).

Price per single copy of daily newspapers—1989

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	--	2	22	--	--	--	3	27
Alaska	--	--	3	--	2	--	3	8
Arizona	1	--	1	--	15	--	2	19
Arkansas	--	--	23	--	9	--	--	32
California	--	--	104	2	11	--	5	122
Colorado	--	1	20	--	4	--	--	25
Connecticut	--	--	1	5	14	2	1	23
Delaware	--	--	--	--	2	--	--	2
District of Columbia	--	--	2	--	--	--	1	3
Florida	--	--	38	--	7	--	--	45
Georgia	--	--	32	--	2	--	1	35
Hawaii	--	--	1	--	5	--	--	6
Idaho	--	--	4	--	7	--	1	12
Illinois	--	2	17	7	42	1	2	71
Indiana	--	--	22	6	44	--	1	73
Iowa	--	--	4	1	25	2	5	37
Kansas	2	3	30	1	10	--	--	46
Kentucky	--	--	4	--	17	--	2	23
Louisiana	--	--	15	1	11	--	1	28
Maine	--	--	--	--	7	1	--	8
Maryland	--	--	10	1	4	--	--	15
Massachusetts	--	--	7	8	24	1	1	41
Michigan	--	--	18	5	29	--	--	52
Minnesota	--	--	1	1	21	--	2	25
Mississippi	--	1	12	1	4	--	4	22
Missouri	--	1	25	1	20	--	--	47
Montana	--	--	--	--	10	--	1	11
Nebraska	--	--	10	--	10	--	--	20
Nevada	--	--	6	--	2	--	--	8
New Hampshire	--	--	--	5	3	1	--	9
New Jersey	1	--	14	1	6	--	--	22
New Mexico	--	1	12	--	6	--	--	19
New York	--	--	4	11	50	3	3	71
North Carolina	2	1	47	1	3	--	--	54
North Dakota	--	--	--	--	8	--	2	10
Ohio	--	1	28	12	41	--	4	86
Oklahoma	--	--	33	--	14	--	1	48
Oregon	--	--	5	--	14	--	--	19
Pennsylvania	2	--	21	22	48	--	--	93
Rhode Island	--	--	--	--	7	--	--	7
South Carolina	--	--	14	--	--	--	3	17
South Dakota	--	--	9	1	--	4	--	14
Tennessee	--	--	13	--	15	--	--	28
Texas	--	--	81	1	15	--	1	98
Utah	--	--	--	--	3	--	3	6
Vermont	--	--	--	2	6	--	--	8
Virginia	--	--	27	--	6	--	--	33
Washington	--	--	6	--	13	--	6	25
West Virginia	1	1	10	2	9	--	--	23
Wisconsin	--	--	3	1	27	--	5	36
Wyoming	--	1	8	--	1	--	--	10
Totals								
U.S.	9	15	767	99	653	15	64	1,622
Canada	1	1	6	2	34	32	28	111[1]
American Samoa	--	--	--	--	1	--	--	1
Bahamas	--	--	--	1	--	--	--	1
Bermuda	--	--	--	--	--	1	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	3	1	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals	10	16	776	103	688	50	92	1,742[1]

[1]Includes seven newspapers selling for 45 cents (all in Canada)

'Vacation Pak' brings them back

For one week each year in Owensboro, Ky., when about 400 people leave town for vacation during a school break in April, the local daily newspaper's circulation would dive.

And when the subscribers returned, only about half of them would bother to restart the paper.

This highly concentrated circulation drop can be devastating for a small paper like Owensboro's Messenger-Inquirer, said Circulation Manager Barry L. Carden.

In an effort to stanch the drain, the 32,061-circulation morning daily two years ago started a "Vacation Pak" or "Vac Pak" program in which, for the regular subscription, it would save the subscribers' papers and hand them over when the vacationers returned. Results were disappointing. Only 76 participated last year, with 300 more canceling before they left Owensboro.

But the Messenger-Inquirer didn't give up. Instead it went all-out this year to improve the program, and it worked. Vac Pak turned the corner, Carden said.

Among the changes the week's subscription price was reduced by half to $1.07, and subscribers received—in addition to the newspaper—a daily one-page news summary highlighting each paper for time-pressured readers.

This year 362 subscribers signed up for the plan, each receiving a special "Vac Pak" canvas bag as a gift.

Carden thinks the news summary was the key to "Vac Pak," as it enabled subscribers to pick and choose what they wanted of the week's worth of papers.

Carden said the offer will be extended to those subscribers who take their vacations at other times. □

Jude Bartholemy, Messenger-Inquirer

Cecilia Payne of the Messenger-Inquirer displays items that lured back subscribers.

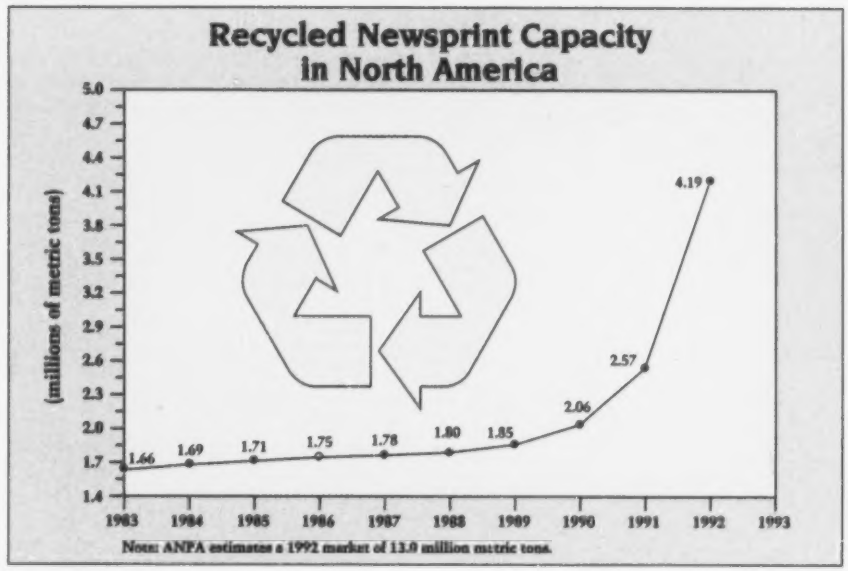
ANPA sets recycled newsprint goal

Now that paper manufacturers have committed to at least double their production of recycled newsprint over the next two years, the ANPA Board of Directors is urging newspapers to increase their use of recycled newsprint in the same period from the current average of 14 percent of total consumption to 28 percent.

The Board approved the goal at its meeting April 21 in Los Angeles and announced it on April 22, the 20th anniversary of Earth Day.

Since last September, when ANPA asked newspapers to increase their use of recycled newsprint and to ask their suppliers to produce more, paper producers have responded.

Current North American capacity for recycled newsprint production is about 2.06-million metric tons a year. By 1992, manufacturers plan to produce at least 4.19-million metric tons of it. (See chart.)



ANPA's new policy on newsprint recycling states:

"In September 1989, ANPA urged newspapers to increase their use of recycled newsprint and to ask their suppliers to make more. Used newspapers are already recycled at a 35-percent rate into newsprint and other products. Our goal is to increase that rate by encouraging more recycled newsprint production.

"Newspapers across the country have taken those actions. The newsprint industry in the United States and Canada has responded. Six paper companies have committed to new recycled newsprint production, and 23 others have projects under way that will depend upon financing and a continued supply of used newspapers.

"ANPA now urges its members to make firm commitments to use this new supply whenever possible. With continued effort, the newspaper business should be able to double its consumption of recycled newsprint from the current 14 percent to 28 percent of the total by 1992.

"ANPA also urges state and federal governments to do their part. They should continue to develop community collection programs so that paper companies and other users of used newspapers will have a clean and usable supply of material. They should also provide reliable data concerning the amount of paper available for use.

"We believe that with these concerted efforts, the temporary excess of used newspapers seen in North America in 1989 and early 1990 will disappear and newspaper recycling will continue to grow."

Voluntary action by newspapers to use more recycled newsprint is seen by industry leaders as the best strategy to avoid government control of newsprint markets through legislation. Two states have recently taken such action.

In Wisconsin, Gov. Tommy G. Thompson said he would sign a recycling bill April 27 with a few line item vetoes that affect newspapers. The bill mandates that newspapers' use of recycled newsprint increase from 10 percent in 1992 (instead of 1991) to 45 percent in 2001. It will also set a penalty for non-compliance of 1 percent (instead of 10 percent) of the cost of the paper that falls short of the requirements. A two-thirds vote is needed to override a veto.

In Maryland, the General Assembly passed a newsprint-recycling bill in April that is a watered-down version of legislation the House of Delegates had approved a month earlier. The bill is awaiting Gov. William Donald Schaefer's signature.

In a compromise with publishers, the legislature approved amendments that would require newspapers to use recycled newsprint for a minimum of 12 percent of total consumption in 1992-93, and 20 percent thereafter. The original targets were 12 percent in 1992, rising to 40 percent in 1998 [**presstime**, April 1990, p. 76]. □

NEWSPRINT NOTES

• The Canadian Paperworkers Union Local 601 **struck Rothesay Paper Ltd.'s St. John, New Brunswick, newsprint mill** April 10, but the company used supervisors to continue operations. The mill's labor contract expired Dec. 31, and the company's latest offer was rejected.

CPU also represents Local 907 at the same mill. Its members are barred from entering the mill by pickets. The contract for Local 907 expires June 30, 1991.

In the United States, negotiations continue between the United Paperworkers International Union and two mills where contracts expired last year: Champion International Corp. of Sheldon, Texas, and Golden State Newsprint Co. of Pomona, Calif. [**presstime**, April 1990, p. 77].

• Jefferson Smurfit Group plc agreed to acquire **Golden State Newsprint Co.** from Giant Group Ltd. for $95 million, plus $25 million later if Jefferson Smurfit decides to expand the mill within several years.

Giant Group subsidiary Barris Industries Inc. acquired the mill from Media General Inc. last year.

Golden State began a feasibility study last year on adding a second recycled newsprint machine with annual capacity of 222,000 metric tons.